PREVIOUS EDITION UNUSABLE

30-105

**STANDARD FORM 30** (Rev. 10-83)

Prescribed by GSA FAR (48 CFR) 53.243 The purposes of this modification are to: (a) definitize the contractor's proposal, entitled: "Public and Employee Relations" that expands support services requirements under Performance Work Statement 10.0 (Public and Employee Relations) submitted in response to NASA/MSFC Letter Request for Proposal dated October 20, 2005 and (b) change the contract and incentive fee values for the current option period 3 and unexercised option period 4 that reflects the total negotiated estimated cost of \$246,621 (Cost: \$232,662 and Fee: \$13,960). The foregoing action is further implemented by the inclusion of the following changes.

- A. Under Clause B.2, Estimated Cost and Contract Fee, make the following modifications:
  - Under paragraph (a) increase the estimated cost for option 3 by \$51,705 from \$6,734,589 to \$6,786,294 and increase the contract fee by \$3,102 from \$304,712 to \$307,814. As such, the overall estimated Total Cost & Fee for option 3 is increased by \$54,807 from \$7,039,301 to \$7,094,108.
  - In addition, under paragraph (a) increase the estimated cost for option 4 by \$180,956 from \$6,956,112 to \$7,137,068 and increase the contract fee by \$10,857 from \$318,543 to \$329,400. As such, the overall estimated Total Cost & Fee for option 4 is increased by \$191,813 from \$7,274,655 to \$7,466,468.
  - In addition under paragraph (b), for option period 3 increase the "Maximum Available Incentive Fee" for the period of 10/01/05-02/14/06 by \$3,102 from \$156,276 to \$159,378. The total fee being increased for option 3 is \$3,102.
  - In addition under paragraph (b), for option period 4 increase "Maximum Available Incentive Fee" for the period of 2/15/06-08/14/06 by \$5,428 from \$159,261 to \$164,689 and for the period of 08/15/06-02/14/07 by \$5,429 from \$159,262 to \$164,691. The total fee being increased for option 4 is \$10,857.
- B. Under Attachment J-1, Performance Work Statement, the additional effort is incorporated under subparagraph 10.0, entitled: "Public and Employee Relations". These changes are reflected on the enclosed slip sheet pages. The period of performance for this effort shall commence on November 7, 2005 through February 14, 2005 and continue upon the exercise of Option Period 4.
- C. The modification(s) made above is reflected in total on the change page(s) enclosed herein. In order to reflect the change(s) made, the page(s) listed below are hereby deleted from, or added to, Contract NAS8-02047. A vertical change bar is included in the right margin to indicate the specific area(s) of change.

Page(s) Deleted	Page(s) Added
B-2	B-2
J-1-19	J-1-19
J-1-20	J-1-20
J-1-24	J-1-24

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D. In recognition of the modifications(s) agreed to herein as complete equitable adjustments for the contractor's "proposal(s) for adjustment" listed below, the Contractor hereby releases the Government from any and all liability under this contract for further equitable adjustment(s) attributable to such facts or circumstances giving rise the "proposal(s) for adjustment."

Contract
Change Identification
NASA/MSFC Request
For Proposal dated
October 20, 2005

Contractor
Proposal Number
ASRI Proposal dated
October 27, 2005

E. All other terms and conditions of contract NAS8-02047 remain unchanged.

Option Yr.3	(A) Mission	02/15/05-2/14/06	\$6,786,294	\$ 0	\$ 0	\$ 307,8	814	\$7,094,108	- Exercised
Option Yr.3	(B) Schedule	02/15/05-2/14/06	\$ 498,728	\$ 0	\$ 0	\$ 29,6	584	\$ 528,412	Exercised
Total			\$32,134,121			\$1,349,9	971	\$33,484,092	

Option Yr.4	(A) Mission	02/15/06-2/14/07	\$ 7,137,068	\$ 0	\$	0	\$	329,400	\$	7,466,468	Unexercised
	(B)Schedule	02/15/06-2/14/07	\$ 100,000	\$ 0	\$	0	\$	6,000	\$	106,000	Unexercised
Yr.4	1				i		<u> </u>		L		

# (b) The total incentive fee earned during the performance of this contract is as follows:

			Maximum		Unearned
			Available	Incentive	Incentive
Contract Year		Period Covered	Incentive Fee	Fee Earned	Fee Earned
	Schedule			100 101	40 601
Base Year	(A) Mission	02/15/02-08/14/02	\$130,065	\$127,464	\$2,601
		08/15/02-02/14/03	\$136,628	\$136,628	\$ -0-
Base Year	(B) IDIQ	02/15/02-08/14/02	\$ -0-	\$ -0-	\$ -0-
		08/15/02-02/14/03	\$15,858	\$15,239	\$619
Option Yr. 1	(A) Mission	02/15/03-08/14/03	\$139,652	\$139,652	\$ -0-
		08/15/03-02/14/04	\$204,102	\$204,102	
Option Yr. 1	(B) IDIQ	02/15/03-08/14/03	\$ -0-	\$ -0-	
		08/15/03-02/14/04	\$ 2,363	\$ 2,363	
Option Yr. 2	(A) Mission	02/15/04-08/14/04	\$174,036	\$174,036	
		08/15/04-02/14/05	\$192,949	\$192,949	
Option Yr. 2	(B) IDIQ	02/15/04-08/14/04	\$ 7,062	\$ 7,062	
-		08/15/04-02/14/05	\$ 9,758	\$ 9,758	
Option Yr. 3	(A) Mission	02/15/05-08/14/05	\$148,436	\$ -0-	
		08/15/05-02/14/06	\$159,378	\$ -0-	
Option Yr. 3	(B) IDIQ	02/15/05-08/14/05	\$ 14,842		
		08/15/05-02/14/06	\$ 14,842		
		Total	\$1,349,971	\$1,009,253	\$3,220

Option Yr. 4	(A) Mission	02/15/06-08/14/06	\$164,689	Unexercised
		08/15/06-02/14/07	\$164,691	Unexercised
Option Yr. 4	(B) IDIQ	02/15/06-08/14/06	\$ 3,000	Unexercised
		08/15/06-02/14/07	\$ 3,000	Unexercised

(End of clause)

## B.3 INDEFINITE DELIVERY/INDEFINITE QUANTITY (IDIQ) SCHEDULE AND ORDERING PROCEDURES

- (a) The Government requires the performance of the effort within the quantities set forth in paragraph (b) below on an IDIQ basis during the performance of this contract. These services will be ordered through the issuance of Task Orders (see Clause G.4), individually priced, and shall contain separate schedule and cost incentives to be used to evaluate performance and determine the amount of fee earned. The IDIQ schedule will be used for tasks with an estimated value of \$25,000 or greater per task as described in section 11.0 of the PWS.
- (b) In the event that the Government does not order the "minimum quantity" specified below during the applicable contract year, the Government's maximum obligation under this

- 10.2.6 The Contractor shall coordinate all content for exhibit publications through the appropriate media or subject specialist.
- 10.2.7 The Contractor shall ensure exhibits are designed to maximize efficient maintenance, shipping, setup, teardown, and storage.
- 10.2.8 The Contractor shall produce or purchase limited graphics, special Center mementos for official Center presentations, or mounted, matted, and/or framed photographs.
- 10.2.9 The Contractor shall inform the Marshall exhibits coordinator when exhibit updates and changes are needed and recommend when decommissioning is required.
- 10.2.10 The Contractor shall maintain in good repair the graphics, models and hardware assigned to the contract on display in the "Heritage Gallery," building 4200 Lobby, and the U.S. Space and Rocket Center.
- 10.2.11 The Contractor shall be responsible for simultaneously operating on-site and traveling exhibit programs for MSFC customers. Research and recommend appropriate opportunities; coordinate and prepare exhibits for shipping; assemble and disassemble exhibit items locally, nationally, and occasionally internationally; minor at-site repair of exhibit hardware; coordinate staffing; organize and implement special activities that support exhibits (for example, talk show appearances, media interviews and editorial boards, school visits, special tours, demonstrations, lectures, docent training, etc.); plan, prepare and distribute publicity products to support follow-up activities after exhibit events. Possess significant knowledge and ability to trouble shoot computer networking with approved computer operations systems; repair and maintain multiple projector operations; construct and install exhibit structures; electric wiring and fixtures using hand and power tools; analyze sketches or scale drawings for temporary or permanent display of exhibit structures and determine amount and cost of material required.
- 10.2.12 The Contractor shall plan and operate simultaneously at least four major and three minor traveling exhibit programs. Requirements include:
  - 10.2.12.1 Provide complete event cost estimates (travel, per diem, drayage, booth space, etc.), audience evaluations, attendance estimates and proposals of special events to COTR prior to any exhibit commitment.

- 10.2.12.2 Arrange for booth space, electricity, carpet and other logistical details associated with exhibiting hardware, including pre-payments when necessary.
- 10.2.12.3 Prepare correspondence to transmit approvals/disapprovals, loan agreements, shipping documents and other information to sponsors and requesters of NASA exhibits.
  - 10.2.12.4 Develop and maintain exhibit files.
- 10.2.12.5 For major events, provide after-action reports, including newspaper clips and other media coverage.
- 10.2.12.6 Research, compile, propose, coordinate, and update exhibit schedules for the current and following year.
- 10.2.12.7 Provide demonstrator/educator(s) to plan and staff exhibits, interact with the public, be responsible for the exhibit, and otherwise serve as a NASA representative at an event. Demonstrator/educator(s) shall be required to present lectures and demonstrations to general and technical publics and schools both at the exhibit and at other locations. They shall prepare and execute lesson plans and take graduate-level science and technical information and appropriately present it at levels that can be readily understood by people of different ages, backgrounds, and education levels.
- 10.2.12.8 Transport exhibits locally and regionally when transportation is incidental to the operations and staffing of the exhibit
- 10.2.12.9 The Contractor shall establish, implement, and maintain an inventory control system to track and control all Government furnished, contractor acquired property. The contractor shall comply with the Government property clauses specified elsewhere in the contract. The Contractor shall submit a Government Property Management Plan in accordance with DRD 922LS-001, "Government Property Management Plan."
- 10.2.12.10 The contractor shall arrange for support and material for all aspects of, but not limited to traveling exhibits, communication workshops, and NASA giveaways. Support/Materials and associated expenditures should be itemized in reports to Strategic Communications on quarterly or as needed basis.

- 10.5.7 The Contractor shall draft internal messages and coordinate for approval. Messages include, but are not limited to, Activity Notices, Center Announcements and Activities, special Events, etc.
- 10.5.8 The Contractor shall develop, maintain, and update a database of stock responses to the most frequently asked questions (FAQ). Post and keep current this information in a FAQ file on the MSFC Home Page.
- 10.5.9 The Contractor shall warehouse, stock, and deliver to distribution sites a consolidated inventory of publications for Marshall's government, community, education, protocol, media, exhibits, employee relations, and technology transfer functions.
- 10.5.10 The Contractor shall store and manage for current and future reference in the appropriate medium (hard copy or electronic), reference documents and publications such as fact sheets, news references, press kits for each Shuttle mission, penny folders, information summaries, educational publications, brochures, mission summaries, standardized responses to inquiries, and audiovisual resources such as still photos.

#### 10.6 Public Relations

- 10.6.1 The contractor shall assist the Marshall Space Flight Center Public Affairs Office in the analysis of complex situations and data to conceive and create written communication processes to achieve established strategic communication goals.
- 10.6.1.1 The contractor shall use advanced state-of-the art employee communications theories and techniques to produce sophisticated written products; communicate complex concepts and data to diverse audience audiences through a variety of written products.
- 10.6.1.2 The contractor shall coordinate with the employee communications team to develop and implement a comprehensive, effective employee communications program

## 11.0 INDEFINITE DELIVERY/INDEFINITE QUANTITY (IDIQ)

These tasks shall be as required to execute new exhibits, new models, new design projects, and major new initiatives of the Office of Human Capital and Office of Strategic Communications. Each IDIQ task will be funded separately and the Contractor shall estimate costs and track and report progress on an individual task order basis. The number of IDIQ tasks will vary year-to-year. Task Orders shall be issued for all work with an estimated value of \$25,000 or greater in PWS 11.0. Task Orders will be submitted by the COTR and approved by the Contracting Officer. An overview of the IDIQ task order process is provided at J-9.

### 12.0 PLANNING & INTEGRATION OFFICE

12.1 The Contractor shall provide the Center Director, Deputy Center Director, and other Associate Directors with articulate, inspiring, and accurate speeches and speech materials that are consistent with NASA and